

## I CLAIM:

## 1. A printing method, comprising:

providing a website having a web page accessible via a browser program, the browser program having browser print controls for initiating processing of print jobs;

5 providing printable content that is associated with the website but not displayed on the web page;

providing a print activator on the web page, where activation of the print activator enables a user to initiate printing without having to operate the browser print controls; and

10 in response to user activation of the print activator, printing the printable content at a printer.

2. The method of claim 1, where the printable content is a catalog featuring  
15 consumer products and/or services.

3. The method of claim 1, where the print activator takes the form of a hyperlink that identifies the printable content.

4. The method of claim 1, where the print button activates the print processing functions provided on the computer running the browser program.

5. The method of claim 1, where activation of the print button causes printing to be performed by bypassing the print features provided on the browser program.

6. The method of claim 1, where the print button causes the printable content to be downloaded directly to the printer.

7. The method of claim 1, where the printable content is separated into a plurality of sections that are downloaded individually to the printer.

8. The method of claim 1, where the printable content is not formatted for display by the web browser, but rather is specially formatted for output in printed hard copy form.

9. A printing method, comprising:

providing a website having a web page accessible via a browser program, the browser program having browser print controls for initiating processing of print jobs;

providing printable content that is associated with the website but not displayed

5 on the web page;

displaying a user-actuable print activator on the web page; and

in response to activation of the print activator, initiating printing of the printable content at a printer independent of any operation of the browser print controls.

10 10. The method of claim 9, where the printable content is a catalog featuring consumer products and/or services.

15 11. The method of claim 9, where the print activator takes the form of a hyperlink that identifies the printable content.

20 12. The method of claim 9, where the print button activates the print processing functions provided on the computer running the browser program.

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Parameter	Value	Unit
Temperature	25.0	°C
Humidity	65.0	%
Light intensity	100.0	μmol/m <sup>2</sup> /s
CO <sub>2</sub> concentration	400.0	ppm
Water potential	-0.1	MPa
Stomatal conductance	0.15	mol/m <sup>2</sup> /s
Transpiration rate	2.5	mmol/m <sup>2</sup> /s
Chlorophyll content	25.0	μg/cm <sup>2</sup>
Protein content	1.5	mg/g
Carbohydrate content	0.5	mg/g
Antioxidant activity	1.2	U/g
Gene expression	1.0	fold
Enzyme activity	1.0	U/g
Cell wall thickness	1.0	μm
Membrane integrity	1.0	U/g
Signal transduction	1.0	U/g
Metabolic pathway	1.0	U/g
Regulatory network	1.0	U/g
Systemic response	1.0	U/g
Overall health	1.0	U/g

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17. A system for printing printable content associated with a website, comprising:

a website having a web page, where the printable content is not displayed on the web page;

5 a computer running a browser program capable of displaying the web page, where the browser program includes browser print controls for initiating processing of print jobs; and

10 a user-actuable print activator displayed on the web page, where when the web page is displayed by the browser, activation of the print activator initiates printing of the printable content at a printer independent of any operation of the browser print controls.

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storing the catalog in computer-readable form in a memory location accessible from a communications network;

referencing but not displaying the catalog on a web page included on the website, where a user-actuable print activator is displayed on the web page; and

in response to customer activation of the print activator, initiating printing of the catalog at a local printer, where the printing is initiated without the customer having to operate print controls included on a browser program used to display the web page.